

A RESOLUTION

02- R -2070

BY TRANSPORTATION COMMITTEE

A RESOLUTION AUTHORIZING THE MAYOR OR HER DESIGNEE TO EXECUTE AN AGREEMENT WITH THE HARTSFIELD AREA TRANSPORTATION MANAGEMENT ASSOCIATION (HATMA) FOR ACCOMPLISHMENT BY HATMA OF INVESTIGATION AND ADMINISTRATION OF TRANSPORTATION DEMAND MANAGEMENT STRATEGIES, FOR A COST TO THE CITY NOT TO EXCEED \$85,000.00; TO BE CHARGED TO AND PAID FROM FUND ACCOUNT CENTER NO. 2H21-524001-R21001.

WHEREAS, the City of Atlanta, as owner and operator of the Hartsfield Atlanta International Airport, has joined together with local businesses both on and off-airport to form a Transportation Management Association known as the Hartsfield Area Transportation Management Association (HATMA); and

WHEREAS, HATMA is one of eight transportation management associations in metropolitan Atlanta. HATMA, established in 1999, is a non-profit membership organization supported by public and private funds. HATMA now serves more than 35,000 employees; and

WHEREAS, Hartsfield Atlanta International Airport and the surrounding area provide jobs for some 44,000 employees. As an international airport, the hours and days of work for employees serving the area is 24 hours/7 days per week. These hours of operation surpass the service hours provided by mass transit (MARTA and CTRAN). The current alternative transportation options for employees are limited and the operating times and routes of MARTA, CTRAN and other mass transit operators do not meet the needs of employees that work in and around Hartsfield Atlanta International Airport; and

WHEREAS, HATMA will administer, develop and promote transportation demand management strategies for Hartsfield International Airport such as:

- 1) Implement a guaranteed ride home program that supplements the existing guaranteed ride home program currently offered by the Atlanta Regional commission.
- 2) Coordinate with Department of Aviation Parking Division and Human Resources to develop parking management strategies and incentives to encourage the use of carpools, vanpools and transit.
- 3) Initiate new clean air/trip reduction programs at airport work sites of major airlines, contractors, concessionaires, government agencies and/or service providers.
- 4) Coordinate with Department of Aviation Ground Transportation Division to create ways to reduce congestion to and from the ground transportation center thus improving air quality;

and

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WHEREAS, Hartsfield Atlanta International Airport is committed to implementing strategies to reduce roadway congestion, improve air quality and promote economic development in the area. It is appropriate for HATMA to assist Hartsfield Atlanta International Airport in the accomplishment of these goals.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, that the Mayor or her designee be and hereby is authorized to execute on behalf of the City of Atlanta an agreement with the Hartsfield Area Transportation Management Association to assist in development, administration, and promotion of transportation demand management strategies for Hartsfield Atlanta International Airport in an amount not to exceed \$85,000.00. Said work shall be coordinated and approved by the Aviation General Manager or his designee, with the cost to the City to be charged to and paid from Fund Account Center No. 2H21-524001-R21001.

BE IT FURTHER RESOLVED, that the term of agreement shall be for one year with one one-year renewal option.

BE IT FURTHER RESOLVED, that the City Attorney be and hereby is directed to prepare said agreement for execution by the Mayor.

BE IT FINALLY RESOLVED, that said agreement shall not become binding upon the City, and the City shall incur neither obligation nor liability thereunder, until the same has been signed by the Mayor and delivered to HATMA.

TRANSMITTAL FORM FOR LEGISLATION

To Mayor's Office: Greg Pridgeon

General Manager's Signature: MMA

From: Originating Dep't Aviation

Committee of Purview: Transportation

Committee Meeting: 11/13/02

Contact Person: Anita Williams 404-530-6600

Committee Deadline: 11/01/02

Council Meeting: 11/18/02

CAPTION:

A RESOLUTION AUTHORIZING THE MAYOR OR HER DESIGNEE TO EXECUTE AN AGREEMENT WITH THE HARTSFIELD AREA TRANSPORTATION MANAGEMENT ASSOCIATION (HATMA) FOR ACCOMPLISHMENT BY HATMA OF INVESTIGATION AND ADMINISTRATION OF TRANSPORTATION DEMAND MANAGEMENT STRATEGIES, FOR A COST TO THE CITY NOT TO EXCEED \$85,000.00; TO BE CHARGED TO AND PAID FROM FUND ACCOUNT CENTER NO. 2H21-524001-R21001.

BACKGROUND/DISCUSSION:

This paper authorizes Hartsfield Transportation Management Association to provide the Department of Aviation with alternate transportation solutions for employees at the Hartsfield Atlanta International Airport and surrounding areas. HATMA will administer, develop and promote transportation demand management strategies to improve air quality by reducing vehicular congestion on airport roadways, promote economic development through improvement of accessibility and mobility around the airport, reduce demand for employee parking and assist with transportation issues.

FINANCIAL IMPACT: \$85,000.00

SOURCE: 2002 Airport
Renewal and
Extension Fund

Fund Account Center numbers and availability of funds verified by Financial Analyst, Tracy Curry.

Mayor's Staff Only:

Received by Mayor's Office: 10/29/02 (Date) Reviewed: [Signature] (Initials) (Date)

Submitted to Council: _____

Action by Committee: _____ Approved _____ Adversed _____ Held

_____ Amended _____ Substituted _____ Referred _____ Other